

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 SAM-01 EB-07 COME-00 PA-02 PRS-01

CIAE-00 INR-07 NSAE-00 RSC-01 DODE-00 PM-03 /035 W

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R 160900Z JAN 75

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 820

USIA WASHDC

INFO AMCONSUL BARCELONA

UNCLAS MADRID 249

E.O. 11652: N/A

SUBJ: SPANISH DEPARTMENT STORE PROMOTION OF U.S. GOODS:
REQUEST FOR AIR FORCE BAND

1. IN CONVERSATIONS JAN 14 WITH REPRESENTATIVES OF GALERIAS PRECIADOS (GP) SPANISH DEPARTMENT STORE PLANNING PROMOTIONAL PROGRAM FOR TWO MILLION DOLLARS IN U.S. GOODS, USIS/EMBOFF OBTAINED ADDITIONAL INFORMATION BELOW RELEVANT TO OUR REQUEST FOR PARTICIPATION 18 PIECE AIR FORCE "AMBASSADOR'S" BAND FROM USAFE, GERMANY. APPRECIATE DEPT/USIA SUPPORT FOR THIS REQUEST.

2. PROMOTION EXTENDS FROM MARCH 1 THROUGH MARCH 22 AT FOURTEEN LOCATIONS THROUGHOUT SPAIN. OPENING CEREMONIES WITH LUNAR SAMPLE, DISPLAYS, VIP PARTICIPATION, AUDIO VISUAL SHOW, ETC. WILL BE HELD AT MAIN MADRID LOCATION WEEK OF MARCH 1, AGAINST BACKGROUND ADVANCE MEDIA PUBLICITY CAMPAIGN. PREFERRED DATED FOR PARTICIPATION OF AIR FORCE BAND WOULD BE MARCH ONE THROUGH SIX, WITH ARRIVAL TORREJON FEB 28 AND DEPARTURE MARCH 7. PREFERRED ALTERNATE DATES WOULD BE EARLIEST POSSIBLE ONE WEEK PERIOD DURING FIRST THREE WEEKS OF MARCH. IF BAND NOT AVAILABLE FOR ONE WEEK, GP WOULD WELCOME PARTICIPATION FOR LESSER PERIOD. GP COULD ALSO OCCUPY BAND FOR LONGER PERIOD, BUT ONE-WEEK REQUEST IS BASED ON ASSUMPTION LONGER STAY WOULD INVOLVE PROHIBITIVE COST OF INTERNAL AIR TRAVEL, LODGING,
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ETC. THOUGH NOT DISCUSSED WITH STORE, PROBABLE THAT GP WOULD COVER COST OF SURFACE TRAVEL MADRID TO NEARBY CITY

VALLADOLID AND RETURN IF BAND AGREES TO PLAY OUTSIDE OF MADRID DURING ONE-WEEK PERIOD.

3. FOREGOING HAS BEEN COORDINATED WITH INFORMATION OFFICER TORREJON AFB WHO CONCURS IN REQUEST, WHICH HE IS COMMUNICATING TO DEPARTMENT AIR FORCE SAF/OI WASHDC VIA SEPARATE CHANNEL. AS APPROPRIATE OR NECESSARY DEPT/USIA REQUESTED TO AFFIRM TO SAF/OI INTEREST OF USG IN THIS PROJECT AS REPRESENTED BY GALERIAS-COMMERCE DEPARTMENT IN-STORE PROMOTION CONTRACT COMMITTING \$25,000 IN USG SUPPORT.
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